(B)

MARLBORO
1995 EVENT NAME GENERATION
RESULTS BY PROGRAM

QUANTITY
While the Van program generates the greatest quantity of names (approx 75%), the Bar and Resort program generate the greatest percentage of YAS and NEW names (approx. 35% and 75% respectively).

EFFICIENCY
The Resort program, while generating the lowest quantity of names, tends to do so most efficiently.

		Net Qualified			CPN		
Event	Cost	Total	YAS	New	Total	YAS	New
Vans	$29.5MM*	1.4MM	190.7M	698M	$21.07	$154.69	$42.26
Bars	$5.2MM	94.0M	33.0M	69.3M	$55.32	$157.50	$75.04
Racing	$1.2MM*	127.6M	18.1M	66.5M	$9.40	$66.29	$18.04
Comm. Evt.	$1.6MM*	208.6M	29.0M	116.5M	$7.67	$55.17	$13.73
Resorts	$325M	40.9M	16.3M	30.2M	$7.95	$19.94	$10.76
Total	$37.8MM	1.9MM	287.1M	980.6M	$19.89	$131.66	$38.55

* Based on 1994 program costs

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Source: https://www.industrydocuments.ucsf.edu/docs/prfm0004

(A)

MARLBORO
1995 EVENT NAME GENERATION
COMPARISON TO 1994: OVERALL RESULTS

While the overall quantity of names generated decreased in 1995, there was an *improvement in the efficiency and quality* of surveys generated.

	1994		1995		Difference
	Quantity	Percent	Quantity	Percent	Based upon yearly %
Gross Surveys Cumulative Surveys Received	4.1MM	--	2.8MM	--	
Inelligible Surveys	108.4M	2.6%*	32.5M	1.2%*	
Keyed Surveys	4.0MM	97.4%	2.77MM	98.8%	**1.5%**
Net Actionable Surveys Unduplicated Records loaded to the DB	2.85MM	70%*	1.9MM	68%*	**(3.0%)**
Net Quailfied Responders Mailable w/ signature and DOB	2.76MM	96.8%^	1.9MM	99.9%^	**3.0%**
Net Qualified New Names Mailable & New to the DB from this program	1.5MM	52.6%^	980.6M	51.5%^	**(2.0%)**
Net ONHH Total ONHH generated and loaded to DB	384M	--	455M	--	
Net RAF Total RAF generated and loaded to DB	--	--	144M	--	

* % of Gross Names
^ % of Net Actionable Names

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Source: https://www.industrydocuments.ucsf.edu/docs/prfm0004